

ORDER**KSDK**

Orders

Order / Rev: 700607

Alt Order #: 06241464

Product Desc: BRUNNER FOR SENATE

Estimate: 165

Flight Dates: 07/31/12 - 08/07/12

Original Date / Rev: 08/03/12 / 08/03/12

Order Type: Political

Primary AE: Kristin Waskie

Sales Office: T-PHI

Sales Region: NAT

Agency

Name: Stevens Reed Curcio & Potholm Medi

Buying Contact:

Billing Contact:

201 North Union Street, Suite 200

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Brunner, J/ R/ Senate

Demographic: A35+

Product Codes: PL-US Senate

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	37	\$37,125.00	\$31,556.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	37	\$37,125.00	\$31,556.25	189.30
Totals	37	\$37,125.00	\$31,556.25	189.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	47%	\$37,125.00
Market	100%	\$78,989.36

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	2%	\$1,579.79
KETC	0%	\$0.00
KMOV	24%	\$18,957.45
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	27%	\$21,327.13
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	07/31/12	08/05/12	M-F 430-5p	CM	430-5p	- TWTF - -	:30	2	\$750.00	P-2	5.40	NM	2	\$1,500.00
Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	- TWTF - -			2		\$750.00		5.40				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	KSDK	07/30/12-08/05/12		M-F 430-5p			430-5p		- TWThF - - - -	:30	(\$750.00)	5.40	NM		

